

# Alessandro Carlaccini

Digital Marketing Manager  
Customer Engagement Strategist



## Contact

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## Profile

I am a storytelling-minded communications strategist and marketer working on the way brands interact with their audiences through digital content.

Qualified at managing multiple projects with competing deadlines, a proven team player who responds to challenges with confidence, determination and focus, committed to quality performance with an ability to learn new procedures quickly. Perform effectively as both a self-motivated individual and as a contributing team member.

## Education

### Growth Hacking Master

Talent Garden Innovation School (2020)

### Master degree in Relational Design

Interaction design & Communication, Abadir Accademia di Design e Arti Visive (2015)

### Cultural Project Management (CRPC)

Advanced Training Course for Cultural Project Managers, Fondazione Fitzcarraldo (2009)

### Master Degree in Arts, Entertainment, and Media Management

Università degli Studi di Torino (2008)

### Bachelor's degree in Communication and Media Studies

Università degli Studi di Perugia (2003)

## Key Skills

Deep understanding of digital marketing. Effective and innovative digital campaigns management. Solid understanding of digital analytics, with the ability to generate, analyze and interpret data. Planning, strategy and goal setting. Community building and management. Digital storytelling and content creation.

Website design. Project management skills

Ability to plan, prioritize and work autonomously for deadline. Dynamic and curious approach to new digital activities.

## Experience & Collaborations

### Audience Engagement Strategist

**Fondazione Scuola beni e attività culturali** / cultural institution

**Rome, from July 2023**

Digital strategy plan for Dicolab, a cultural heritage e-learning program.

- CRM implementation and audience engagement plan
- Digital PR, community engagement, ADV & media plan
- Data tracking, monitoring, and analysis

### Senior Digital Strategist

**IQUIL part of Be Group** / consulting agency

**Rome, January - July 2023**

Planning and developing digital marketing strategies, content strategy, branded entertainment, and new-generation formats

### Adv & Media specialist

**frog part of capgemini** / consulting agency

**Rome, October 2020 - January 2023**

Media planning and strategy

- Development of media plans and strategies;
- Digital campaigns implementation and optimization for: Enel, Acca, Generali, Angelini, Huawei

### Digital Marketing Consultant

**UniNettuno** / digital university

**Rome, June 2018 - October 2020**

Content strategy, editing, campaign management:

- Digital Media ADV Campaign planning and management
- Data Analysis and report on digital marketing activities

### Social Media Marketing Consultant

**Pagine si!** / digital agency

**Terni, May 2017 - October 2020**

Content management and online monitoring:

- Company Digital Communication and traffic analysis
- Content curation and social media planning, CTR analysis
- Facebook Ads, Google Analytics and Google Ads

### Social Media Strategist

**IdLab studio** / design studio

**Milan, March 2016 - May 2017**

Social Media and digital strategies for: Fondazione Agnelli - Torino, Fiera Milano, IAB / Fastweb digital Academy

### Digital Project Manager

**Monimbò** / fair trade organization

**Perugia, January 2013 - April 2016**

- Communication, information and educational activities
- E-commerce implementation and adv strategies

### Communication Designer

**Demetra** / cultural organization

**Terni, April 2007 - December 2013**

UX design, digital storytelling and fund raising